



**PRESS RELEASE – EMBARGOED UNTIL FRIDAY 6:00 AM C.D.T.
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**\$13-Million Hotel Proposed for S. 84th St. and W. Greenfield Ave.
Redevelopment Area**

West Allis –(60,411)The City of West Allis announced today an agreement with Waterpark Ventures Management Services LLC, (a Wisconsin Dells development entity) for the construction of a \$13-million hotel and banquet facility that will create new jobs and generate new property tax value. The development will be located on 3.2 acres of land at the southwest corner of S. 82 St. and W. Greenfield Ave. The site is immediately across the street from the State Fair Park Exposition Center. The addition of a quality hotel will also help generate more tourism in West Allis.

“West Allis welcomes this new partnership and private investment from a proven leader in the hospitality industry” commented Mayor Dan Devine.

“A hotel with 100 rooms and an 8,000 sq. ft. banquet facility with seating capacity for 300 is a welcomed and much anticipated addition to our City” stated Alderperson Martin Weigel, 2nd District. The 4-story, limited service hotel will be part of a leading hospitality brand of franchise hotels such as Hampton Inn and Suites, Holiday Inn and Suites, or Fairfield Inn and Suites. Hotel amenities will include a pool with a water feature, contemporary fitness room, and convenient business center.

“Construction is slated to commence this fall and be completed around spring 2014,” added Alderperson Cathleen Probst, 2nd District. Probst said, “A new hotel is an important part of the City’s strategic vision.” “Adding jobs is important to our community, as well as attracting a hotel to host family gatherings and events,” said Alderperson Thomas Lajsic, Common Council President. “In addition to hundreds of construction jobs, the hotel will be adding about 80 full & part-time permanent jobs” added Lajsic.

“We are excited to partner with the City of West Allis on this new venture” stated Mick Hintz, Director of Construction for Waterpark Ventures Management Services LLC. “We look forward to another exciting hospitality project to help fulfill the needs of local businesses.”

The 84th and Greenfield Redevelopment Area and Tax Incremental Financing District was created in 2009. “The Community Development Authority (CDA) recognized the need for the hotel and was encouraged by the developer’s resume, interest in our City, and their ability to attract private investors,” added Council President Lajsic. The CDA will provide a subordinated \$600,000 cash flow loan at 10% to the development as well as contribute the land to induce a quality hotel developer to the community.

“Citizens of West Allis often mention the need for a hotel / banquet facility” commented Mayor Dan Devine. “Through our economic development team, we have attracted a quality project to meet the needs of our community.” Also, with the City’s great success in redeveloping areas such as the former Allis-Chalmers into the 650,000 sq. ft. office complex and other redevelopment initiatives, the business demand for a hotel in West Allis, according to market studies, increased dramatically.

Acquisition and demolition of the former Milwaukee Gray Iron Foundry, former Mykonos Restaurant, and seven residential properties was completed in 2011. Federal and state funds were instrumental in preparing the site for development because of historic flooding in 2008 & 2009. The City allocated \$4.35 million from a 2008 flood grant from the Wisconsin Department of Commerce to acquire property, conduct environmental investigations, and environmental clean-up, and clear properties in preparation of the land for future development. The City also used a citywide U.S. EPA Brownfield Assessment Grant to investigate the former foundry site and a Wisconsin Department of Natural Resources Site Assessment Grant was utilized to investigate the former Mykonos Restaurant property.

The first phase of the development will involve the construction of a significant stormwater detention facility to help reduce the impact of any potential flooding in the area. In this case, the City is taking the extra step to invest nearly \$1-million dollars to construct an underground system that will help maximize the full potential of the development site. The underground storm water system is engineered for a 100-year rain event and will essentially store the equivalent of an entire football field, end zone to end zone, covered with 1-foot of stormwater.

The 3.2-acre site is part of the nearly 8 acres assembled by the City, which is composed of the closed Milwaukee Gray Iron foundry, the long-vacant former Mykonos Restaurant and several residential properties that were acquired on a voluntary basis. “The City’s \$20-million vision for

private redevelopment of the area also includes attracting a neighborhood grocery store/retail center and a unique style restaurant/brew pub,” said Jerry Matter, Chair of the City’s Community Development Authority.

This new hotel and banquet hall’s contemporary and sustainably driven design is comprised primarily of brick masonry and fiber cement siding. A generous drop off canopy will welcome guests to this new catalyst development that will aid in spurring future growth in the area. Pronounced roof elements, box bay windows and material changes break down the scale of the new four-story hotel which expects to quickly become a favorite of the metro Milwaukee area.

The remaining portion of the 4.7 acres of site will be used to attract a leading neighborhood grocery store. Also, a portion of the former foundry was retained to offer a unique setting for a possible new brew pub/restaurant. “The City is actively recruiting unique national grocery retailers and franchises. “Building on our City’s wide array of selections will help attract new residents and businesses,” said John Stibal, Director of Development.

Note: Renderings of the development and site plan are attached.



General Notes

- ALTA Survey provided by Arcadis Engineering
- All internal private roads and sidewalks, parking lots, landscaping, and storm water to be managed by Master Cross Access Agreements
- All neighboring properties are configured using aerial photography interpretation
- Utilitie lines are not verified

Sites	Acres	Parking
A Hotel Site	3.20	164
B Grocery Market Site	2.82	108
C Orchard St. Parking	.54	54
D Apartment/Entertainment	1.34	103
Total	7.90	429



84th & Greenfield Redevelopment project

REVISION NO.	DATE
2011 - 01	Aug 30, 2011
2011 - 02	Aug 31, 2011
2011 - 03	Sept 1, 2011
2011 - 04	Sept 6, 2011
2011 - 05	Sept 20, 2011
2011 - 06	Nov 7, 2011

PROJECT: 11-12
SCALE: 1" = 50'-0"
PHASE: Schematics
DATE: May 2011
PRELIMINARY
NOT FOR CONSTRUCTION

